

**REMARKS**

Claims 1, 2, 8-17, and 20-21 have been amended. New claim 22 has been added. Claims 1-17 and 20-22 are currently pending in the application.

Applicants wish to thank the Examiner for participating in the interview conducted on November 1, 2006. In the interview, Applicants and the Examiner discussed the possibility of Applicants amending the claims to define the term "factors affecting the discount service."

On page 3 of the Office Action, claim 1 was rejected under 35 U.S.C. § 112, first paragraph, as allegedly failing to comply with the enablement requirement. In particular, the Examiner alleged that "coefficients defined for factors reducing number of transactions reservations" is not supported by the specification. See Office Action, page 3 [sic].

The Examiner acknowledges that "coefficients defined for factors reducing ~~the a~~ transaction" is supported by the specification. Applicants respectfully submit that as a comma (,) separates the phrase "factors reducing a transaction" from the phrase "and numbers of transaction reservations," the phrase "factors reducing a transaction" refers to the "transaction" only. Therefore, withdrawal of the rejection is respectfully requested.

On page 4 of the Office Action, claims 1-17, 20, and 21 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,477,533 (Schiff) in view of U.S. Pat. No. 5,948,040 (DeLorme) in view of U.S. Pat. No. 6,266,648 (Baker) in view of U.S. Pat. No. 6,622,125 (Cragun) in view of U.S. Pat. Pub. No. 2001/0044788 (Demir) or in view of U.S. Pat. No. 5,918,209 (Campbell).

As explained on pages 3, line 9 to page 5, line 3 of the specification, the present invention, by making a reservation for time-limited discount services at a shop and visiting the shop during the time period, allows a customer to receive reserved discount services or transaction favors, thereby leveling the number of customers coming into the shop.

On page 31, in the "Response to Arguments" section, the Examiner alleged that Applicants' claim 1 does not state what Applicants state on page 10 of Applicants' remarks or in Applicants' specification citations.

Applicants respectfully submit that the remarks and the citations to the specifications were presented for purposes of explanation of the supported claim language. Applicants respectfully submit that the claims of the present invention are patentable over the references, as none of the references, alone or in combination, teach or suggest, "discount services are determined based on a rate of reservation which is obtained on the basis of calculating results of

coefficients defined for factors reducing a transaction, and numbers of transaction reservations. . .,” as recited in independent claim 1, for example.

Assuming that the Examiner’s assertion on page 32 of the Office Action is true, that is, Schiff’s dynamic pricing for booking/reservations can consider both reservations and weather affected transactions in determining the total demand, Applicants respectfully submit that the assertion does not aid in rendering the present invention obvious.

In particular, claim 1 of the present invention, for example, clearly states that “**discount services are determined based on a rate of reservation** which is obtained on the basis of calculating results of coefficients. . . .” See claim 1, [emphasis added].

For example, FIG. 4D illustrates a discount rate table which stores discount rates corresponding to reservation rates calculated according to the embodiments described in the specification. See specification of the present invention, page 16, lines 19-21.

Applicants respectfully submit that determining discount services based on a rate obtained on the basis of calculations is not tantamount to or related to using reservations and weather affected transactions “in determining total demand,” as the Examiner acknowledged on page 32 of the Office Action. “Determining total demand” is an operation completely separate from determining discount services, as in the present invention.

As none of the references add any relevant information to Schiff, the combination of references fail to teach or suggest the above-identified feature. In light of the foregoing, all pending claims are patentable over the references.

Applicants respectfully submit that new claim 22 is patentable over the references, as none of the references, alone or in combination, teach or suggest, “accepting the reservation identifier; comparing a time period in which the stored transaction favors are available with a time period when the reservation identifier was accepted; and determining whether the transaction favors can be performed,” as recited in the claims.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

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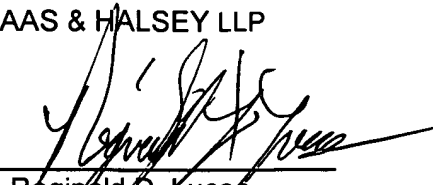
Respectfully submitted,

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